

Note for Rush, Sonya

From: Schneider, Rita

Date: Fri, Oct 6, 1995 4:57 PM

Subject: ASK VA -- REDBOOK

To: Lauinger, Thomas; Marin, Wendy; Rush, Sonya

Cc: Berk, Shanna; Hanrahan, Jack; Lemke, Keri; Marryshow, Karen

Hearst Cos, unlike our other magazine partners, have raised their publication rates in the double digits, while at the same time, reducing their rate bases.

Redbook, one of our Ask VA publications, is part of the Hearst portfolio, and as such, their rates, too, have gone up exorbitantly in 1996.

PM Cos. (including Kraft) have chosen not to support Hearst publications as we had in 1995, eliminating all advertising from Redbook and Good housekeeping (GH does not accept tobacco so that won't effect us). We will maintain some presence in select publications, e.g. Cosmopolitan and Marie Claire, which either are extremely efficient, or have not been dramatically effected by the Hearst developments.

As such, we will be pulling out of Redbook in 1996. Please call or come by on Monday, and I'll apprise you of the specifics.

2062307114